

ASX Announcement

22 June 2022

Equity Story Expands AFSL Licensing Capability in Australian Market

Highlights

- Equity Story Group Ltd (EQS) expands AFSL licensing capability to provide a wider range of financial services in Australia.
- New 100% subsidiary Equity Story Securities Pty Ltd has been established to provide expanded financial services by entering into a Corporate Authorised Representative Arrangement.
- Following this agreement EQS is able to expand services beyond providing general securities advice only, to providing financial product advice, and dealing in financial products, to retail and wholesale clients.

Equity Story Group Ltd (“**Equity Story**” or “**the Company**”, **ASX:EQS**) announces a new agreement to become an AFSL Corporate Authorised Representative (“**CAR**”) to provide expanded financial services.

To date, the Company’s existing 100% operating subsidiary Equity Story Pty Ltd has been limited to providing general securities advice only under AFSL 343937.

EQS has established a new 100% subsidiary Equity Story Securities Pty Ltd, which has entered into a CAR agreement with an AFSL licensee. ASIC has advised Equity Story Securities Pty Ltd that it holds representative number 001297372.

Following the agreement, Equity Story Securities Pty Ltd is authorised to provide financial services in the following financial products:

1. Provide financial product advice to retail and wholesale clients for the following classes of financial products:
 - Interests in Managed Investment Schemes including Investor Directed Portfolio services; and

- Securities.
- 2. Deal in a financial product to retail and wholesale clients by applying for, acquiring, varying or disposing of a financial product on behalf of another person in respect of the following classes of products:
 - Interests in Managed Investment Schemes including Investor Directed Portfolio services; and
 - Securities.

The EQS IPO Prospectus dated 4 February 2022 noted that the Company would work to grow the business into new revenue verticals by expanding regulatory licensing in Australia and the United States.

With today's announcement, and the announcement on 15 June 2022 regarding United States SEC financial licensing, EQS has now delivered on these regulatory expansion initiatives.

This Australian licensing expansion now provides the Company with options to deliver extra revenue verticals as outlined in the Prospectus including, but not limited to:

- Deploying a charting and/or trading execution platform;
- Providing direct access to on-market ASX equity placements, IPOs and other capital raising opportunities to Equity Story members;
- Partnering with complimentary service providers under a revenue share or fee split arrangement to provide expanded service offerings to subscribers; and
- Providing general advice on the Company's own Managed Fund offerings.

EQS plans to deploy these additional services during FY23.

ENDS

This announcement has been authorised for release by the Board of Directors of Equity Story Group Ltd.

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About Equity Story Group Ltd

Equity Story Group Ltd (ASX:EQS) is an Australian investor media company providing stock market trading advice, research, investor education and funds management services.

The Company' subscribers pay annual membership fees for podcast-based equities market advice and commentary through several subscription packages, as well as regular paid live and digital investor education courses.

The Company is looking to offer other adjacent financial services to its members including securities trading, access to IPOs and other unique investment opportunities, and additional channels of financial market podcast content.

Equity Story listed on ASX on 3 May 2022.

For more information, please visit: www.equitystory.com.au